

**HELMAR**  
TURKISH  
CIGARETTES

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10 Cents

**Helmar Turkish Cigarette**  
is the world's supreme value in  
10 Cent cigarettes.

**Preferred by thousands to many  
15 and 20 Cent brands.**

Helmar's popularity continuously establishes  
new records.

**Why?**

Because every day for a dozen years there  
have gone into Helmar **ONLY** pure Turkish to-  
baccos, put together right, and the people appre-  
ciate it. *You can't fool the people.*

*The Mildest tobacco for cigarettes is Turkish.*  
*The Best tobacco for cigarettes is Turkish.*

**Quality Superb**

100% Pure Turkish Tobacco  
Put Together Right

Samaras Makers of the Highest Grade Turkish  
and Egyptian Cigarettes in the World